

BLACKS & TOWNSHIPS

An Out of Home *Media Solution*

Introducing **Keys Communications** - Township Media Specialists

Keys
Communications
Township Media Specialists

PROFILE 

┐ Vision

The #1 Township Out of Home Media Specialists in Africa

Mission

#OccupyingAllStreets.



About Keys Communications

Keys Communications are Township Media Specialists, specialising in Township Out of Home Media Offerings that seeks to provide relevant Media Platforms for advertising clients, products, brands, and services that seek access and relevance in Southern African Townships.

Keys Communications is the brainchild of Anisa Kale, a South African Black Woman with a mission to “Occupy All Streets”. Occupying All Streets for Anisa Kale is a dual mission, in that it is meant to occupy all Southern African Townships with Keys Communications Out of Home Offerings, in addition to increasing advertising spend in the Townships, ensuring that Township Streets are occupied.

Keys Communications was established in July 2009, and we are closely connected to Southern African Townships, and its people, we are from the Townships, we know the social, political, and economic dynamics, and because of this, while we do our work, of granting Products, Brands, and Services access to our Townships, we also uplift Township Communities, through an **ABCD Model** of Out of Home Media & Advertising.

▮ ABCD Whaaat!?

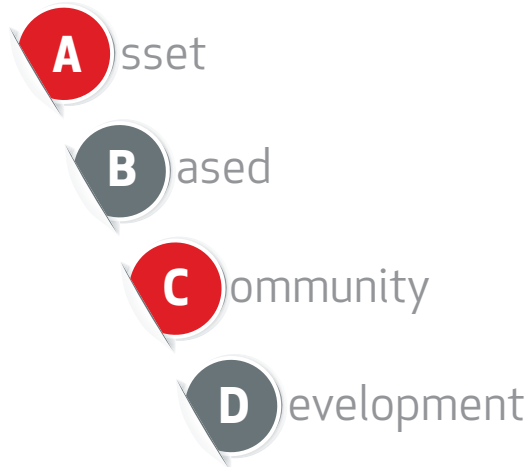
What is the Keys Communications ABCD Model of Out of Home Media & Advertising in Southern African Townships?

ABCD is an abbreviation for Asset Based Community Development Model of Out of Home Media & Advertising. This is a Township, and Rural Out of Home Media & Advertising Model that uses local knowledge, people, and resources to find existing, and suitable Township and Rural Structures that can be used for Out of Home Advertising Platforms. These structures are owned by Township people and communities, and as a result any Advertiser who seeks access in Southern African Townships, not only do they gain noting opportunities in convergence points that will amplify their media messages, the spend in this Township Media actually benefit the people!

Keys Communications is the proponent of ABCD Model Township Advertising, and when you advertise with Keys Communications, not only do you gain access to our Townships, and talk to the growth market, you assist in the plight of Township Communities, and improve the socio economic conditions of the Townships, yes with the ABCD Model of Advertising, and Outdoor Media, money remains, and rotates in the Townships as Communities, and Advertising Brands, Products, & Services benefit equally, so yes, the only Media, and Advertising Channels in our Townships that WORK are ABCD driven.

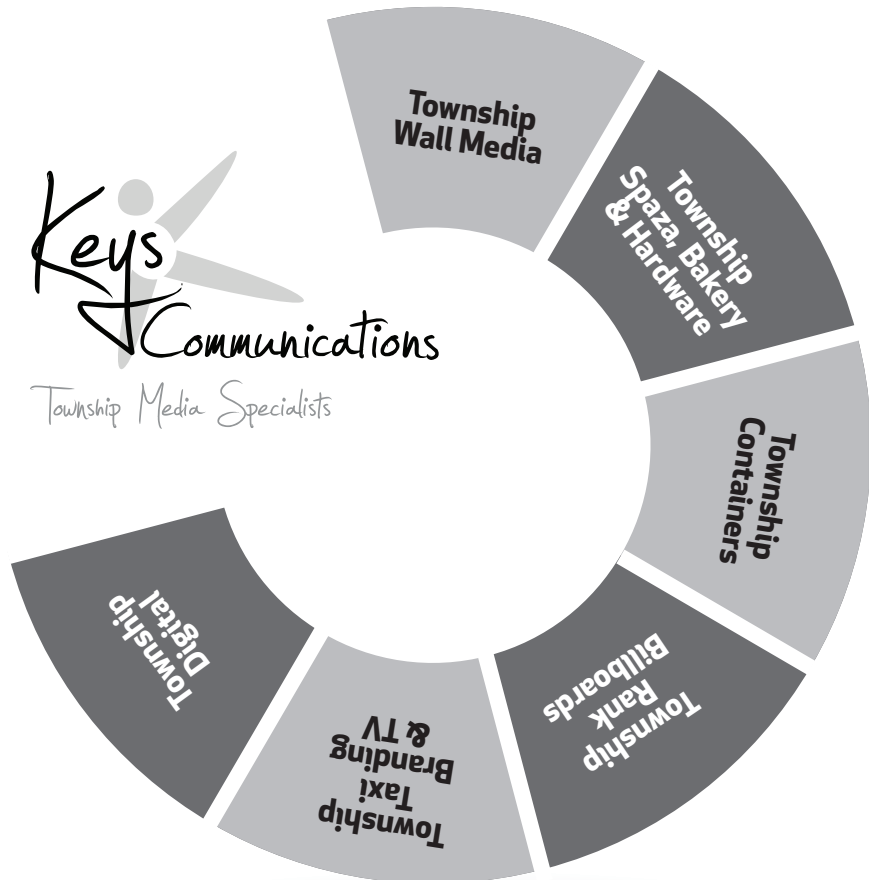
ABCD

Stand for:



What falls under the ABCD Model?

What falls under the ABCD Model of Out of Home Media & Advertising in Southern African Township?



How do you access Township Media that works?

Keys Communications are Township Media Specialists, specializing in Out of Home Media, and Advertising Platforms that WORK for you, and the people of Kasi.

Keys Communications operates in the Townships of the following countries:

South Africa | Zimbabwe | Zambia | Mozambique | Lesotho | Swaziland



Why Keys Communications though?

Keys Communications Founders, and Manager were born, and raised in the streets of Southern African Townships, combined they also have immense experience in Marketing, Advertising, and the Media fraternity, making it a pleasant experience to work with such a dynamic team, but there's more! ... Our experience in the Marketing, Advertising and Media fraternity, and birth connection to Southern African Townships, has led us to establish tool that will benefit both the advertiser, and ourselves to justify Township Media that Works.

OBOS – Occasion Based Outdoor Media Solutions

OBOS understands Township Dynamics, and follows the Township Consumer Paths as it highlights relevant convergence points that will allow the advertiser heighten noting opportunities that will ensure your message is remembered, and loved. Our Out of Home Media submissions are based on the Convergence Strategy, we therefore sell you relevant Out of Home Media in our Townships.

Here are 6 more reasons you need to consider Keys Communications for all your Township Outdoor Media Briefs, including Township Wall Media, Spaza Branding, Township Container Branding Platforms:

1. **Research, Research, Research!** We have research on Township Wall Media, the first of its kind, commissioned with the world renowned Millward Brown Research House.
2. **Matured Experience** – We have been around since 2009, we offer a renowned professional service from day 1, until the final Full Site Bible has been send, including Maintenance Services on your sites, twice a month, and upon where maintenance is needed we do it at our cost, and send through the file for your records.
3. **Financial Maturity** – We comfortably align ourselves with your company payment terms, in such, there are not upfront production fees required, nor 50% upfront fees et cetera, you pay us according to your company payment terms.
4. **High Definition Airbrushing** – We offer the best production finish on wall media, period! We have dubbed it High Definition Airbrushing, the best production finish on Wall Media.
5. **Location, Location, Location! OBOS! Occasion Based Outdoor Solutions** - Our Walls are not randomly placed, our Walls are strategically chosen at Key Convergence Points within the Township Consumer Paths for effective noting opportunities - Convergence is the new buzz we have been practicing it since day 1.
6. **See It to Believe It** - Out work is so Unbelievably Good, Site Trips are a necessity, and they are FREE!
7. **PLUS ONE:** Speed to Market :)

Remember, if it does not say Keys Communications, it is not Keys Communications, so stay away from 2nd grade, 2nd grade requires 2nd takes, 2nd takes are expensive, and create unnecessary nightmares.



Sha

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Township Wall Media

Make your brands look good **eKasi** with Township Wall Media

About **High Definition Airbrushing** & The **ABCD Model** of Township Advertising!

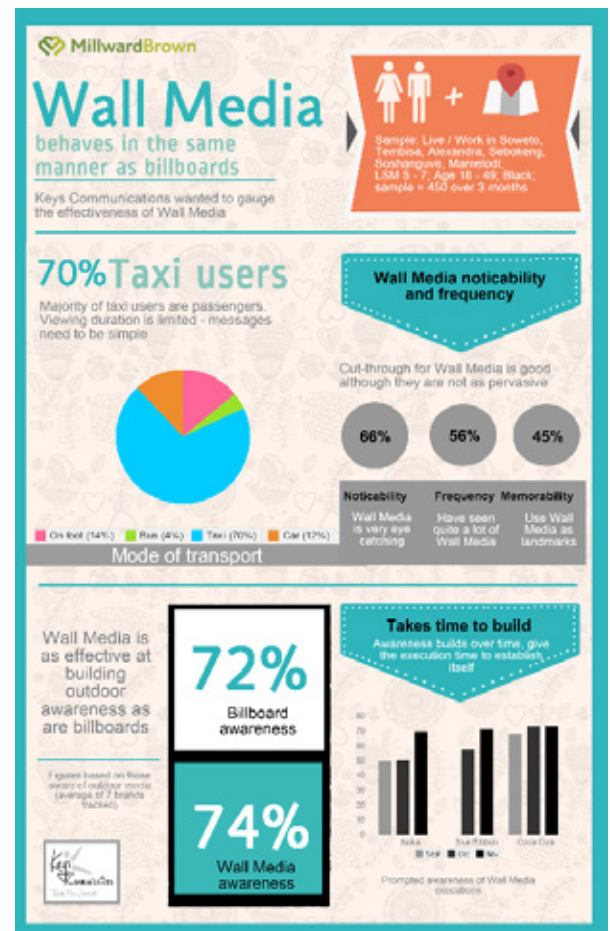
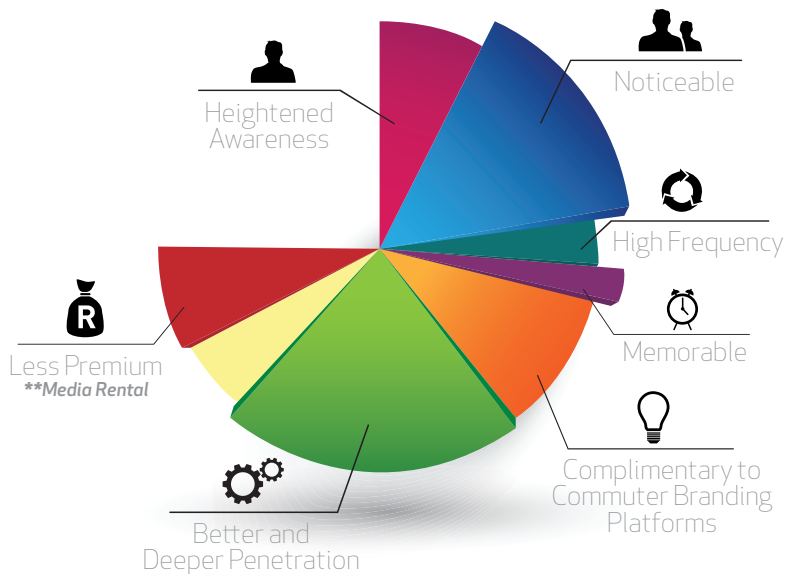
This is highest form of Township Wall Media Production Finishes, by Keys Communications, Township Media Specialists.

- ... With **High Definition Airbrushing**, Keys Communications can paint anything on a Township Wall Surface, anything, but air, we can't see air
- ... With **High Definition Airbrushing**, Keys Communications can give you a wide coverage, and access into Southern African Townships, all of them!
- ... With **High Definition Airbrushing**, Keys Communications can help your brand empower local communities through the ABCD Model, this is Asset Based Community Development model, this models allows you to advertising on main arterials in the Townships, while allowing you to improve Social Economic conditions of Township people through renting their space, and providing them with an income
- ... With **High Definition Airbrushing**, Keys Communications will give you access to SA Townships with Township Wall Media which enhances visual environment and form land marks that could positively be associated with your brand, and provide top of mind awareness, this is when people speak about the "Clover AMASI Wall in Maponya Mall" and even direct traffic as such, or even ask the taxi driver to stop at a particular point
- ... With **High Definition Airbrushing**, Keys Communications can provide longevity to Township Out of Home Platforms, because it is permanent paint that cannot be peeled, or taken off, or cut off.





Township Wall Media, Really!? ...YES Really!!





Township Wall Media





Township Wall Media



Township Spaza, Hardware, Bakery, and/ Containers

OR P.E



YOU CAN'T
BEAT THE
FRESH
TASTE

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Township Spaza, Hardware, Bakery, and/ Containers

Supersize your Brand with Townships Spaza/Hardware/
Bakery, and/or Container Branding Platforms

- **Sizes:** Various (media monthly rental standard)
- Spazas/Container Outlets and Independent Hardwares have been a growing phenomenon in South Africa, and more so in Gauteng than any other province.
- These platforms are generally at major arterials, within easy access, and visibility, and therefore providing your brand landmark status in the Township.





Build Better Stronger

THINK LAFARGE

TEL: 0860 109 275



Township Spaza, Hardware, Bakery, and/ Containers (...Continue)

- This platforms are ideal to highthen Brand Awareness and Noting in Townships Business Nods.
- Township Spaza/Hardware/Bakery, and Container Branding Platforms and Boards also play a significant role to supersize the advertising brand, and provide business attributes, including trusted brand appeal.
- Guaranteed a captive audience **7 days** a week
- Highly costs effective vs. Traditional Out of Home Offerings
- Production on the containers is done using Chromadek, with Vynil Applications, and PVC Pocketed Boxes, including the Keys Communications renowned High Definition Airbrushing.



Keys
Communications
Township Media Specialists

Granting Brands Access to Our Townships,
in High Definition™

To Advertise with us,
Call 011 027 0745, and/or
Email: info@keyscommunications.co.za

HAIR
SALON

CELLPHONES

UNION-PAID
Save
More Than 10% Off Your Grocery Bill

Township Rank Billboards

National Coverage





Township Taxi Branding and TV

Communicate to commuters in transit, inside and outside the vehicle.



Township Lebo's Tuk Tuk and Bicycle Branding



Township Lebo's Tuk Tuks and Bicycle Branding

Points Of Interest: All Tourist Attractions, including Hotspot, Social and Pedestrian Circles.
Your Brand will be all over Soweto – Everyday!





Township Digital

Communicate to church group members on their own social platform





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